

**ABSTRACT**

A communication unit with personalising feature, where the communication unit is provided with a holder for holding a releasable picture in an exposable place of the communication unit. The holder can according to the invention be located on either the back cover part of the communication unit or in a display assembly of the communication unit. In one embodiment the holder includes a plastic film that is attached along one of its sides to a transparent part of the communication unit, e.g. back cover part. The plastic film can be lifted and a picture can be placed between the holder and the back cover. To improve the holding feature of the holder the holder could be provided with an adhesive that holds the picture in it's exposable position. In another embodiment the holder is included in the display assembly and having an insert that holds the picture in an exposable position.

Fig. 4.